

Richard Gee

From: Jeffrey Gitomer [gitomer@salescaffeine.com]
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What's the best way to make my quota every month?

Figure out a way to make it in your first week instead of your last week.

Quotas are arbitrary numbers mostly set by people who can't make sales. People who concentrate predominantly on "numbers."

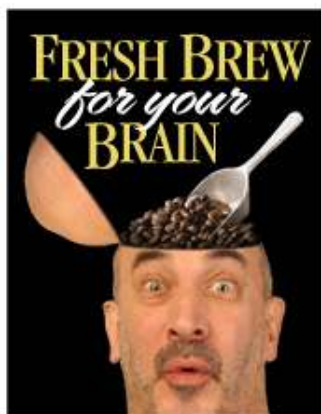
Most salespeople who can't make quota either lack selling skills or a deep belief in what they sell. If this is you, get more skills or change jobs.

REALITY: Y! ou know what to do. So why don't you do it?

Here are 7.5 reasons why you don't hit your numbers: (The answers are provided in parenthesis).

- 1. You don't know what your numbers really are.** (Start backwards: How many prospects does it take to get an appointment? How many appointments to get a sale?)
- 2. You are not working consistent numbers.** (Make time to set appointments and do follow-ups.)
- 3. You're on your own and don't know how to do it.** (Poor sales training. Get some soon!)
- 4. You're lazy.** (Find new employment.)
- 5. You have poor work habits.** (You can change them with thirty days of doing it differently.)
- 6. Bad boss.** (This is no reason to fail if you are determined enough to succeed.)
- 7. No or ineffective information documentation.** (Get a laptop, and do it yourself.)
- 7.5 Low, poor, or unfair compensation package.** (Change jobs.)

If you're struggling to make quota, consider this: Suppose your quota were double and you had to make 25% of your quota each week instead of your whole quota on the last day of the month (which is what you're doing now). Could you do it?



"**Absolutely YES!** This book is powerful in every way. Jeffrey Gitomer, in his matter-of-fact way, assists the reader (student) in understanding where "true" motivation and action come from and how to harness it for maximum results."

--R. Muhammad

BUY the BOOK

ANSWER: Sure you can -- on one condition. Your pipeline has to have enough prospective sales in there to make that happen. Let's say your quota is \$50,000 a month in sales (\$12,500 a week), your commission rate is 10%, and your closing ratio is 25%. In order to make your \$50,000 quota in a month, you must have \$200,000 worth of sales in your pipeline (or at least \$50,000 in any given week).

Let's break it down further. Let's say it takes you three calls to get one appointment. So if it takes you four appointments to get one sale -- it will take you 12 calls to get to one sale. See how easy it is once you break the numbers down? If you're not lying about y! our numbers, then making your quota is only a matter of filling your pipeline by working your own numbers.

[Read the rest of this article here...](#)



Hey, North Jersey!
Friday, June 22nd
 Sheraton Hotel & Conference Center, 6 Industrial Way East
 Eatontown, New Jersey

 Jeffrey Gitomer, a man in a red shirt, is smiling and holding a silver platter with two books on it. One book is red and titled "YES! Attitude". He is also holding a white envelope or card.

YES! ATTITUDE and LITTLE RED BOOK of SELLING ON A SILVER PLATTER!

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Jeffrey Gitomer LIVE in Eatontown, NJ!
 Presenting *The Little Gold Book of YES!Attitude*

Seminar highlights include:

- What is your attitude about yourself?
- What is your attitude about your sales skills?
- What is your attitude about your customers?
- What is your attitude about rejection?
- Where does a positive attitude come from?
- The YES! Factor.
- The Attitude Self-test.
- The MOST important person in the world! (Hint: It ain't the customer)
- Building the bridge between positive and negative.



Jeffrey's Sales Rant is a clip from his online training video library.

[watch the rant now \(you need it\)](#)

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"BIG HINT: No perceived difference, no sale. BIGGER HINT: No perceived value, no sale. BIGGEST HINT: If you are calling and not leaving a message, it's because you have nothing of value to say."

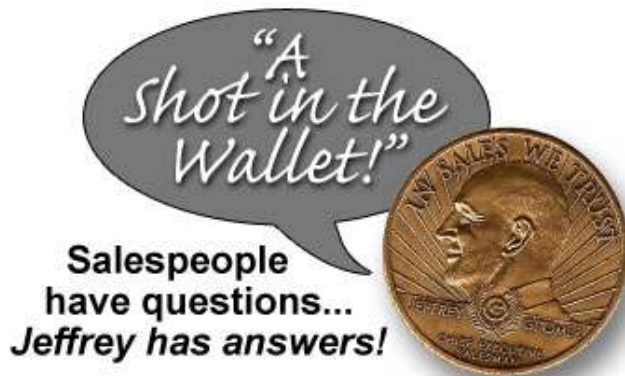
--From Jeffrey Gitomer's newest best-selling book [The Little Green Book of Getting Your Way](#)



Your Success Story
 Jeffrey, I just finished your *Little Red Book of Selling* last night. One of the things that stuck with me was about advertising and how true it is that it is simply reinforcement of a brand. Word of mouth referrals really are the only

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Jeffrey,

In a recent district management meeting, some of my fellow managers gave feedback that they refuse to do specific one-on-one meetings with their salespeople, and instead do "fly by" coaching during the days. I know that one-on-ones are important for sales growth, but do you have any examples and input on why it is so important to be doing these on a monthly/weekly basis? Thank you!

Matt

Matt,

You need to start at the beginning. One-on-one and fly-by coaching is the second part of any leadership responsibility. The first part is active participation and involvement. You should be making appointments with big customers that are to be attended by you AND your manager. Put your manager on the spot and test his! or her ability to make the sale. If they cannot, then one-on-ones and fly-by coaching are worthless. One-on-ones create a better understanding between salesperson and sales leader and are a vital part of any salesperson's longevity and loyalty to the company. Fly by coaching is only effective if you are certain that your leader can make a sale when you cannot. Otherwise, it's fly-by-night coaching — and you will not listen to it, nor will you respect it.

**Best regards,
Jeffrey**

Jeffrey,

I work inside sales and all of my clients work with me over the phone and on the Internet. They hire us to provide them leads of people looking to buy or sell a home and then market and brand them as the neighborhood agent -- to create a transaction from those people. I am finding two different agents. Two or three months after they become my client they are either very successful and love us which generates more referrals. The second batch is reluct! ant to change their business to fit the client and when they don't see results, they say we are ineffective. How can I build better relationships with them, similar to working face-

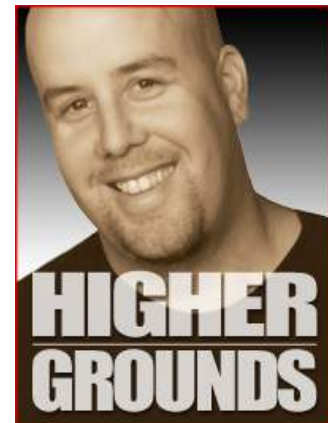
kind of advertisement that spurs people to buy. I had a customer just leave my office and here is what he had to say: "Paul, I am here because three different people said I should talk to you because you would work for me. Word of mouth advertising is better than newspaper advertising. It is better than radio advertising. It is better than TV advertising. Those kinds of advertising mean nothing." Talk about reinforcement about what I had just read! My only question for you, Jeffrey, is this: Did you call my customer and tell him what to say?

-- Paul

Each week, we feature a salesperson's success story. Please send your stories to



gill@gitomer.com. If your story is published, we'll send you a free Sales Caffeine mug!



**Follow-up or cold call?
by: Brian Parsley**

I recently used a town car service from the airport to my hotel in Atlanta, Georgia. The car was on time and the driver was very friendly. He did a great job exceeding my expectations. In fact, he turned a mundane drive into a memorable experience by giving my wife and me a mini tour of the city. He made such an impression that I used the same service the following week. When the reservation was made I commented that the **only** reason I was calling again was because of their driver, Jose. The person on the other end of the call replied with "Thank you," and continued making the reservation.

to-face sales, to emphasize they hired us?

Andrew

Andrew,

There's only one way: Get testimonials in video from the people who are using your service and love it, who are using your service and are successful with it, who are using your service and have successfully transferred or transitioned from their old way of doing business, and who will create a call to action to those customers who are disbelievers. Share the videos with those who are reluctant.

**Best regards,
Jeffrey**



**Can you Coach your Agents to Think like Entrepreneurs?
by: Brent Dees**

The first step in successful coaching is to help your agents create their preferred futures by helping them set their goals, objectives, and desired results. Don't tell them how to get there. If you do, at least two things will happen. One, you deprive them of discovering new ways to think and do things. And two, you will be creating a robot who will only do *what* you say, *when* you say it, not thinking for him or herself. That's the ultimate in disempowerment.



Brent Dees

The second step in successful coaching is to lead them through the gap. I like to say the gap is Factory Installed; we always look at the gap of how far we have to go instead of at the G.A.P. of how far we have come. That G.A.P is our Growth, Accomplishments, and Progress. As they pursue their goals, your agents will want to tell you what's gone wrong, and you'll be tempted to fix it. Instead, get them to focus on the current status (what's been accomplished) and then to decide what further progress is needed. To do this, ask your agents: "What will you do differently next time?" and "What will you do better?" When your agents respond to these questions, they will have two kinds of answers: those you think will work and those you think will not.

When they give you action steps you feel will not work, don't say so. Instead, ask them what they think the consequences of those action steps will be. Ask them what else they could try. In short, don't evaluate their answers; get them to do that. When they give you action steps you feel *will* work, ask them the benefits of those actions. When they respond with the positive results those steps will create, they'll know they have come up with the right solution.

The third step in successful coaching is support. You must! monitor their progress and keep them on track. Ask them often how they're doing but fight the urge to offer suggestions. Encourage them with "atta-boys".

Finally, successful coaching requires patience. Just keep on keeping on.

How many times have you made a sale and exceeded your customer's expectations but they didn't call again for more business? You may *think* you know, but I think you'd be surprised.

Even though Jose did a great job, I'm not loyal to the service because they didn't follow-up after the sale. You would think they would follow-up after we complimented the driver for such a great job. They run ads in The Yellow Pages and meet with hotels to try to build their business. So why did they not follow-up? Answer? Because they think they are too busy.

[Read the rest of this article...](#)

Jeffrey's Upcoming Public Seminar Schedule

Dallas, TX	05/15/07
Cincinnati, OH	06/08/07
Eatontown, NJ	06/22/07
Fort Wayne, IN	08/03/07
Houston, TX	08/30/07
Hampton, VA	09/14/07
Birmingham, AL	09/19/07
Boston, MA	09/21/07
San Diego, CA	09/28/07
Dallas, TX	10/02/07
Collinsville, IL	10/19/07
Toronto, ON	10/26/07
Omaha, NE	11/01/07

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With the daily stuff delegated, they can now be more focused on the activities that will produce the positive results that both you and your sales staff want.

Brent Dees, President of Focus Four, is a business coach who uses the Focus Four system (www.focusfour.com) to teach successful entrepreneurs how to reach business and personal goals. If you are a business owner who is overworked, frustrated, or in need of clearer focus, contact Amanda@focusfour.com to learn more about enrolling.



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assessments to enable tailored training, interactive selling situations and simulations, and pre and post tests to monitor improvement, the objective of this process is simple; build stronger relationships with your customers, better prepare you to make productive sales calls, and help you make more sales to new and existing customers. Tailored to fit your specific issues and needs!

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Money Is Either A Good Or Bad Influence, According To The Character Of The Person Who Possesses It.

It's true. Money has no character, no personality, no values. Its actions only reflect the desires of its owner. Money can build great hospitals and schools, or it can be gambled away or squandered on meaningless possessions. Money may build museums to house beautiful works of art, it may construct beautiful houses of worship, or it may be used to create instruments of war and destruction. As you build your personal wealth, make sure you build your character by setting aside a portion of your income to help others. Choose a church, a charity, or a cause that you can enthusiastically support. Then give of your money and your time in support of that cause. The primary beneficiary of such noble actions is always the one who gives, not the one who receives.

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